

Curing The Insurance Headaches In Your Restaurant

Dear <<NAME>>,

My name is <<NAME>>. You may remember me as the person who sent you the unusual X-Ray in the mail a few weeks ago. While this may seem silly, I assure you when it comes to your insurance needs, I'm all business. However, I knew I had to do something to be sure I gained your attention. I want to cure your insurance headaches, while saving you money with our Farmer's Friendly Review.

Insert Image of you
and/or your team.

I'm a Farmers Insurance Agent here in <<YOUR CITY>> who specializes in the needs of local restaurant owners and I want to meet for a **No Obligation Free, Review of your Coverage.** We call it our Farmers Friendly Review.

Your restaurant is your livelihood, and without the proper coverage your entire life could be turned upside-down. That's why it's so important to have a local agent who knows the ropes. Insurance laws differ from state to state and by having a local agent you can be certain you are covered under the current state laws.

Today's restaurant environment is more complex than ever and you want to know you're covered for unexpected occurrences. Farmers All-in-One Restaurant Package includes Business Liability, Property, Crime, and other coverage's designed to meet your insurance needs.

Has Your Business Changed In the Last 12 Months?

If your policy is outdated or inadequate, you could be risking everything. As your business changes, so should your insurance. New equipment, new locations, new services - they can all impact your coverage. If a fire destroys your kitchen, or a customer slips and falls, will your insurance help keep your doors open?

Why You Need To Think About Your Insurance Coverage Right Now

We know that thinking about your restaurant insurance is probably on the back burner. So Farmers makes it easy for you. We understand your risks and challenges, and will help create the

policy you need so you can stay focused on the food with insurance coverage catered specifically for your business.

There When You Need Us

When it's all said and done, it's how we respond when you need us. When the chips are down and you have the backing of a local agent that will be responsive. Not a name-less, face-less, 800 phone number or internet website.

The bottom line is that I want to be more than just your agent; I want to earn the right to be considered someone you know you can count on for sound advice in helping you choose a coverage package that fits your needs, be they personal or business related. I simply want to meet with you for a **No Obligation Free Review of your Coverage**.

I'll be giving you a call in a few days to confirm you've received my letter. If you'd like to call before you can reach me directly at XXX-XXX-XXXX

Sincerely,

<<NAME>>

Name, DDS

Doctor of Dynamic Savings

P.S. Below are just a few comments from our great restaurant clients around the area:

Insert testimonials

Insert testimonials

Insert testimonials

Insert testimonials

Insert testimonials

Insert testimonials

ABC Insurance
Insert Logo's, contact
information, etc.

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Anytown, OH 12345